

February 14, 2005

Martine Vallée
Director, Discretionary Services & Social Policy
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

PAP

**Re : Reporting on Cultural Diversity Commitments,
as set out in decision CRTC 2004-12 (TELETOON)**

We are pleased to provide a report on TELETOON's commitments to cultural diversity over the past year. We confirm that TELETOON continues to adhere to the cultural diversity plan developed by Astral Media. Astral Media filed a report with the Commission on January 31, 2005 and we wish to provide some specific details on TELETOON's progress.

TELETOON has taken steps to implement the specific commitments set out in the Astral Media plan, as described in more detail on the attached action plan.

In the past year, we have seen the results of the new measures that have been adopted.



Many of our programs in the past year reflect Canada's cultural diversity. These programs are either on-air or currently in production and are listed on the attached action plan.

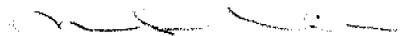
We are confident that the measures we have and continue to adopt will help TELETOON contribute to a broadcasting system that accurately reflects the presence of Canada's cultural diversity.

Should you have any questions, please contact the undersigned.

Yours truly,

TELETOON Canada Inc.

Per:



Natalie Talsky
Director of Business & Legal Affairs

cc: Sophie Emond, V.P. Regulatory Affairs, Astral

encl: 1

Cultural Diversity Action Plan

TELETOON/TÉLÉTOON

Original Canadian programs

1) Ask the vice-presidents of programming to incorporate into his or her general programming policy some provisions revealing the company's policy on reflection of the racial and cultural diversity of Canadian society and fair and non-stereotypical representation.

TELETOON's programming policy has been reviewed and updated by its Vice President of Programming to reflect the goals and initiatives of the Astral Diversity Plan.

2) Communicate our policy to producers through the whole process starting with initial briefing.

TELETOON effectively communicates its policy to the independent producers that are producing original productions for TELETOON. Since TELETOON's original production team are actively involved in each step of the production, TELETOON is able to work with the producers to ensure that our diversity goals are met.

3) Instruct the Vice-Presidents of Programming to take the company's diversity objectives regarding the reflection of the diversity of Canadian society into account when commissioning original Canadian programs.

TELETOON's original production team has achieved greater diversity in the programming on both the French and English channels. The programs listed below have aired (or will air) on both channels. All are animated and were produced specifically for TELETOON.

6TEEN

A sitcom that follows the daily exploits of six teens in their first time jobs at the mall.

- Of the six main characters of this ensemble cast, all are Canadian while three are of different cultural background:
- Jonesy is of Eastern European descent.
- Wyatt is of African descent.
- Nikki is of Asian descent.

Delta State

Four amnesic anti-heroes in their early twenties with paranormal powers fight menacing entities from another dimension while struggling to find their own identities.

- One of the 4 protagonists is Mexican (Luna).

Miss Spider's Sunny Patch Friends

The adventures of a Spider mom and her biological and adopted children.

- This pre-school series accents the differences between the various types of insects in our world and provides a positive message about acceptance in general.

Atomic Betty

Atomic Betty is a galactic superhero who defends the universe from the evil Maximus while keeping her identity secret from her family and friends on earth.

- The majority of the recurring characters on this show are aliens/not human-like.
- Of the human characters, Betty's school principal is of African descent.

Potatoes and Dragons

The medieval adventures of a king trying to get rid of a pesky dragon in the kingdom of potatoes. The king calls upon knights specialized in dragon-slaying from far away lands.

- Each episode depicts diversity through the various knights.

Silverwing

The epic adventures of a runt bat who fights to save his bat colony as well as for justice/the right to fly in daylight.

- Two of the main characters are Mexican bats.

Bromwell High (in production)

Set in the worst school in the world, this adult skewed animated comedy follows the wacky situations students and teachers are subjected to within an inner-city high school.

- Most of the main cast is culturally diverse, realistically depicting a large inner city public high school.
- Keisha, is of African descent.
- Natella is of East Indian descent.
- Headmaster Iqbal is Iranian
- The majority of the recurring characters that are students are of different cultural backgrounds.

Class of the Titans (in production)

A comedic action adventure series that follows an ensemble cast of 7 heroes, all descendants of the Greek Mythological heroes that helped defeat the Titans.

- All the characters are of Greek origin and one of the characters, Odie, is also of African descent.

Skyland (in production)

Set on earth hundreds of years in the future, where countries and cities are no longer of importance but water is the most coveted commodity. It follows the journey of two siblings who have witnessed the capture of their mother and are determined to rescue her.

- Many of the characters in this series of are of mixed races. Mahad, Lena and their mother Mila are of eastern European descent.
- Cortes, a recurring character, is of Scottish descent.
- Wayan is of African descent.

Sons of Butcher (in production)

This animated sitcom, aimed at teens, follows 3 young male teens who dream of being rockstars yet are saddled with the responsibility of their recently deceased father's butcher shop.

- The two brothers, Sol and Ricky are of Italian lineage and their rival butcher Giorgio and son are of African descent although they also claim to be Italian.

Station X (in production)

Six co-occupants of a loft who in every episode treat a basic theme as a debate where each person's point of view is further enhanced with the presentation of a film, music, animated or video game clip.

- Of the 6 main characters, all are Canadian; one is of African descent, one Asian and one Eastern European.

4) Organize an annual meeting with the recognized professional associations of television producers.

No change from 2003.

Foreign Programming

5) Instruct the vice-presidents of programming to take the company's objectives regarding the reflection of the diversity of Canadian society into account when selecting foreign programming that complement the Canadian programming delivered by these channels, with a view to ensuring that to the extent possible, such foreign programming helps to meet the needs of the various cultural communities present in significant numbers in both the English-speaking and French-speaking segments of Canadian society.

TELETOON's acquisition group has achieved greater diversity in programming on both the French and English channels. The programs listed below have aired on both channels. All of the programs below are animated series acquired from foreign distributors:

Codename Kids Next Door

In Codename Kids Next Door, five 10-year-olds join forces against adulthood. They fight for the right to enjoy all the fun things in life, such as staying up late and eating whatever you want to. The crew embarks on top-secret missions on behalf of children everywhere, utilizing fantastic homemade technology.

- Two of the five main characters are culturally diverse:
- Numbuh Three (Kuki Sanban) is of Asian descent.
- Numbuh Five (Abigail Lincoln) is of African descent.

Downtown

This series takes New York City twenty-something life and turns it into edgy, animated reality. Set in the Lower East Side of Manhattan, Downtown centers on seven quirky friends whose problems keep them deeply intertwined in each other's lives. Downtown is full of characters and issues with real-life everyday dramas that viewers can relate to.

- Racially diverse cast including two main characters of African descent (Mecca and Fruity) and one main character of Asian descent (Jen).

Home Movies

Home Movies features the misadventures of eight year old Brendon Small, a third grader, and the dysfunctional adults in his life. Brendon makes home movies in his basement with his friends Jason and Melissa, while getting into all sorts of adventures in the real world.

- Melissa, one of the main characters is of African descent.
- Erik, Melissa's father, is a secondary character also of African descent.

Mucha Lucha

In a world where no one removes their colourful mask--ever--and success depends on having a "signature move", three youngsters study and live the Code of Masked Wrestling. This series explores the Latino cultural phenomenon of "Lucha Libre."

- Since the series itself is focused on Latino culture, all of the main characters and the majority of the supporting characters are Hispanic.

Futurama

Based in New York, 1000 years from now, Futurama explores all the joys and disappointments of human existence, as well as some problems we don't have to worry about yet. Futurama is a show that goes the distance when integrating diverse ethnic backgrounds as well as non-human backgrounds. Main characters as well as secondary are of varied ethnic backgrounds as well species:

- Amy Wong is of Asian descent. She is human, but dating an alien.
- Hermes is of Jamaican descent and has a Jamaican wife named LaBarbara.
- Kif is of questionable gender and is an unspecified species; he is Amy's "boyfriend".
- Dr. Zoidberg is a "Decapodian," a species resembling a cross between a squid and a lobster.
- Leela is a Cyclops with an unknown origin of birth and species. She is the love interest of Fry, the main protagonist.